

What are the 511 Leaders Doing?

Recent Enhancements to the Bay Area's 511 System

Presented by
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California 511 Workshop: The 511 Your Customers Want
March 3, 2008



Enhancements



- **Predict-a-TripSM**
- **Real-Time Transit Information**
- **Transit Hubs**
- **Emergency Response**
- **MY 511SM**
- **New Transit Page & Transit Trip Planner
(Coming Soon)**

511.org



On the phone. **511** On the web. **511.org** On your way.

[TRANSIT](#) [TRAFFIC](#) [RIDESHARE](#) [BICYCLING](#) [511 INFO](#) [LINKS](#)

Travel Tools and Info

FasTrak
[APPLY ONLINE](#)
Add FasTrak to Your Shopping List!
Get your FasTrak toll tag at select Costco and Safeway locations today.

TRANS LINK
Have you heard about TransLink?
[Click to learn more!](#)

511 RIDESHARE Rewards
Gas prices too high?
Carpool and earn up to \$100!

SF Region Traffic Conditions

■ No congestion ■ Heavy ■ No data ■ Moderate ■ Stop and go

Waiting at a bus stop?
Stuck in traffic?

Just dial **511**
It's FREE!

511 Promotions and Features

RIDE TRANSIT FREE
on the first 4 Spare the Air weekdays.

**Traveling next week?
Plan drive times NOW.**
Predict-a-Trip
NEW!

511 Bicycling Poetry Contest
Win a bike!

Team Bike Challenge
Log your trips!

Take the Freeway Sign Survey
Win an iPod Nano!

En Español | Disclaimer

[511 Home](#) | [Transit](#) | [Traffic](#) | [Rideshare](#) | [Bicycling](#) | [511 Info](#) | [Links](#)

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511 Modal Pages

511

The image displays four screenshots of the 511 website's modal pages, arranged in a 2x2 grid. Each screenshot shows a different section of the website, all featuring the 511 logo and navigation links.

- TRANSIT:** The top-left screenshot shows the 'TRANSIT' modal page. It includes a sidebar with links like '511 TakeTransit Trip Planner', 'Schedules & Route Maps', and 'Find transit providers by map, address or region'. The main content area features a '511 TakeTransit Trip Planner' form with fields for start/end locations, dates, and times, and a 'Plan Your Trip!' button.
- TRAFFIC:** The top-right screenshot shows the 'TRAFFIC' modal page. It features a 'Traffic and Driving Times Map' with a search bar and a 'Calculate your driving time' button. A sidebar on the right lists 'Popular 511 Driving Times' for various corridors.
- RIDESHARE:** The bottom-left screenshot shows the 'RIDESHARE' modal page. It includes a sidebar with links like '511 RideMatch Service', 'Commute Rewards', and 'Carpooling'. The main content area features a 'Find carpool or vanpool partners online' section with a 'RIDEMATCH' button and a 'CARPOOL' section with a 'VANPOOL' button.
- BICYCLING:** The bottom-right screenshot shows the 'BICYCLING' modal page. It includes a sidebar with links like '511 BikeMapper', 'Bay Area Bicycle Maps', and 'Bikes on Transit'. The main content area features a 'Bicycling Resource Guide' with a 'BIKEMAPPER' button and an 'ANNOUNCEMENTS' section.

Predict-a-TripSM



Predict-a-Trip helps you plan your driving time **IN ADVANCE** of your trip

- Uses historical Driving Time averages
- Calculates a “typical” driving time for given O/D pair
- Enter day of week
 - M, T-Th, F, Sat, Sun, holidays
- Enter start time
 - 15 min intervals, any time of day

511 TRAFFIC On the phone, 511 On the web, 511.org On your way.

TRANSIT TRAFFIC RIDESHARE BICYCLING 511 HOME LINKS

Predict-a-TripSM

Need help with this feature? Visit the 511 Traffic Site's [User Guide](#) page.

Select Day and Time for Historical Data Display:

Day: Time:

Enter a Predict-a-TripSM to calculate a historical typical driving time.

Click here to obtain current trip times for this trip.

From: To: (28.1 miles)

Trip A: Typical time = 10 min. (2.2 miles)

Route	Typical Speed
1880 N	15 mph or higher
1880 N to 1880 W	25 mph
181 W	25 mph
181 W to 181 E	45 mph or higher

Total Typical Travel Time: 40 min.

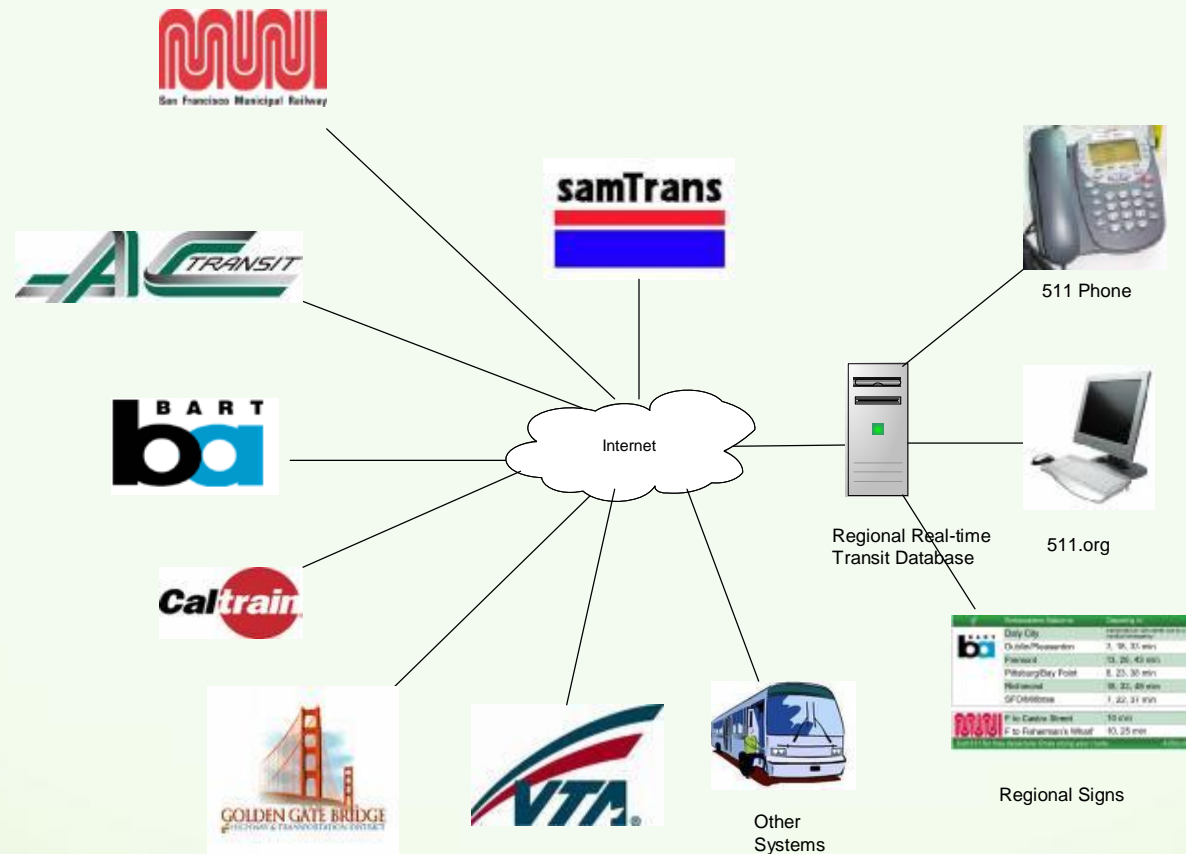
Trip D: Typical time = 52 min. (25.0 miles)

Route	Typical Speed
1880 E	40 mph
1880 E to 181 W	45 mph or higher
181 W to 181 E	40 mph

Total Typical Travel Time: 52 min.

For more information call 511 to get driving times when you are on the road.

Transit Departure Times



Regional Real-time Transit Program



**KNOW WHEN YOUR
TRAIN'S ARRIVING.**

CALL 511. Say "Muni," then "Arrival Times." It's Free.

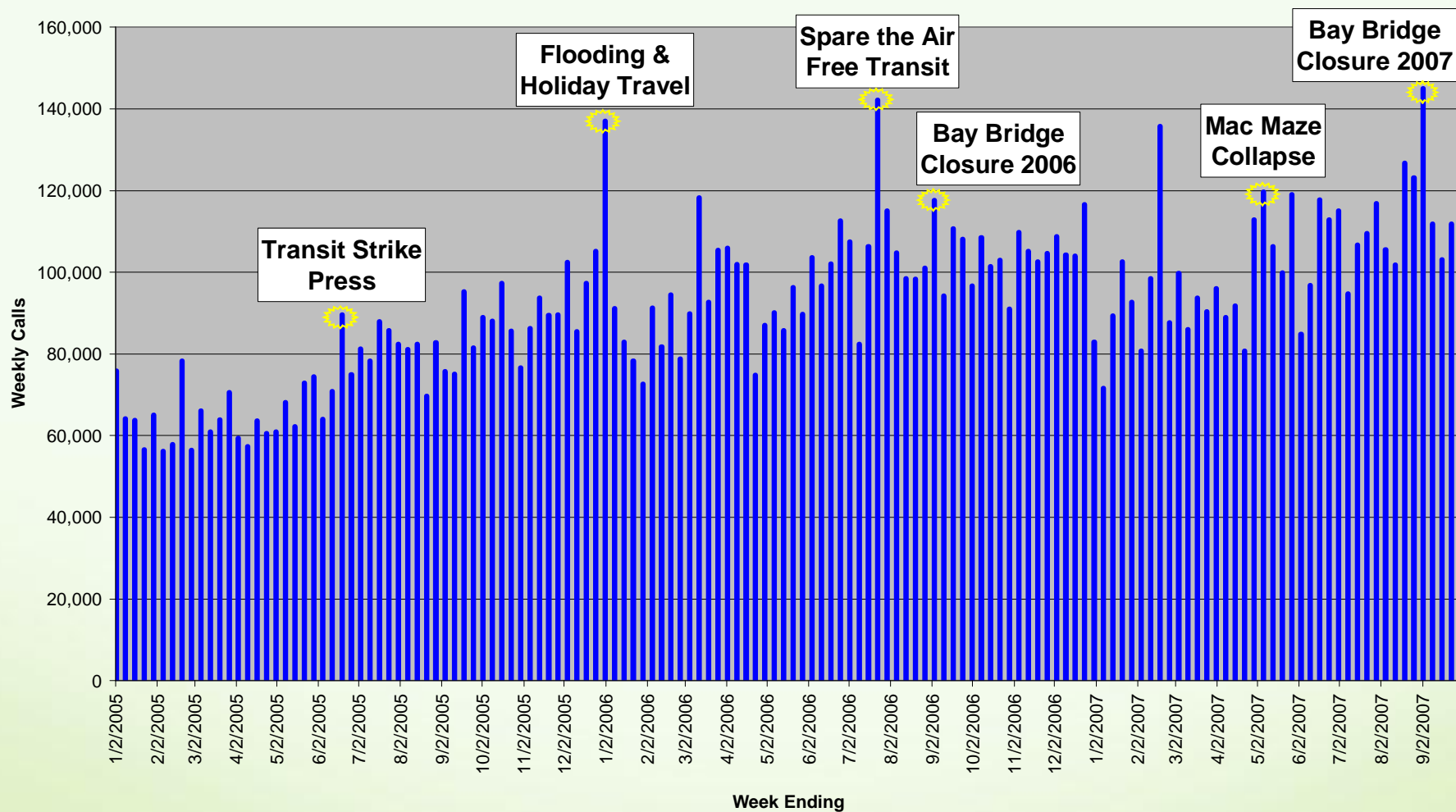


Transit Hub Information

511



Phone Usage Spikes in Times of Need



511 During Emergencies



Challenges During Emergencies:

- 511's visibility is high
- Information is changing rapidly and the quantity of information is, at times, overwhelming for Operations
- Call volume and web sessions spike greatly increasing capacity needs
- Users expect emergency information
 - Breaking news for traffic & transit
 - Detour maps and detour driving times
 - Public Transportation information
 - Rideshare and Park & Ride lot information
- Equipment may be affected by local emergency such as earthquakes



Photo: Caltrans

MacArthur Maze Freeway Collapse

Emergency Response Toolkit



The logo for the 511 SF Bay Area emergency response system, featuring the number 511 inside a stylized circular graphic with "SF Bay Area" text below it.

INCIDENT UPDATE

[TRANSIT](#) [TRAFFIC](#) [RIDESHARE](#) [BICYCLING](#) [511 INFO](#) [LINKS](#)

A small map of the San Francisco Bay Area, highlighting the location of the incident near the I-80 and I-580 connectors.

80W to 880S Connector is CLOSED Pending Inspection and 80E to 580E Connector has COLLAPSED

[OVERVIEW](#) [DETOUR ROUTES](#) [TRANSIT SERVICES](#) [RIDESHARING](#)

Traffic & Road Conditions Information

I-80 West to I-880 South and I-80 East to I-580 East are closed. Avoid the area. Motorists are advised to use Caltrans' approved detour routes.

Look below to see if your commute is affected:

Mode of Commute	Current Condition
80W to 880S	Closed pending inspection. Please use Caltrans' approved detour route. Detour Routes
80E to 580E	Has collapsed. Please use Caltrans' approved detour route. Detour Routes

Traffic Info/Detour Routes

Closure details

I-80 West to I-880 South and I-80 East to I-580 East are closed. Allow extra time for travel and use alternate bridges for travel between San Francisco and the East Bay.

On This Page

- [Traffic & Road Conditions Information](#)
- [Traffic Info/Detour Routes](#)
- [Detour Information](#)
- [Additional Information](#)

What You Need To Know

- Transit agencies have committed to providing additional service as long as necessary during this transportation emergency.
- Please make plans to arrive earlier or later than the peak commute hours to avoid the

A yellow and black striped icon with the text "TRAFFIC-RELATED DISRUPTION" in red.

511 During Emergencies

511

Evolving Strategies for Emergencies:

- Relocate equipment to server hosting facility in San Diego to mitigate effects of Bay Area emergencies (earthquake)
- Increase servers' capacities to handle emergency loads
- Reduce length of phone calls in order to increase # of calls handled per hour
- Develop protocol to streamline operational procedures during emergencies
- Using special webpages, disseminate emergency information desired by users

The screenshot shows the 511 SF Bay Area website. At the top, there's a navigation bar with links for TRANSIT, TRAFFIC, RIDESHARE, BICYCLING, 511 INFO, and LINKS. Below this, a headline reads "The Bay Bridge is CLOSED in Both Directions Over Labor Day Weekend" with a sub-headline "Avoid Regional Traffic Delays - Take Public Transportation". The main text provides details about the closure from 6 p.m. Friday, August 31, to 5 a.m. Tuesday, September 4, 2007, for seismic safety work. It also lists potential bottlenecks and provides links for detour routes, transit services, and transit parking. A "CLICK HERE FOR LATEST NEWS" button is visible on the right side of the main text area.

Special webpage for Bay Bridge Closure – Labor Day 2007

511 for Public Outreach During Emergencies



MacArthur Maze Freeway Collapse

- 511's visibility greatly increased after the MacArthur Maze incident
- 511 is recognized as an important public outreach tool
- During an emergency, 511 is expected to provide:
 - Breaking news for traffic & transit
 - Detour maps, directions and driving times
 - Public Transportation information
 - Rideshare and Park & Ride lot information




Photo: Caltrans



MY 511SM Enhancement



- **MY 511 for Traffic and Transit – Personalized Travel Information Service**
 - Users register on web
 - Save trips with names like “Home to Work”
 - Call 511 and automatically hear the driving time for their route
 - Go to 511.org - the real-time information for all their saved trips are displayed on one page
 - Sign-up for e-mail and/or text notifications



MY 511

On the phone. 511 On the web. 511.org On your way.

[MY 511](#)
[TRANSIT](#)
[TRAFFIC](#)
[RIDESHARE](#)
[BICYCLING](#)
[511 INFO](#)
[LINKS](#)

Welcome to **MY 511** SM




MY 511 (test site) allows you to personalize 511, your way.

MY 511 is a new tool that allows you to save your favorite trips on the web for quick access to personalized information on the web and phone. MY 511 can also send customized alerts to your phone or e-mail. This test version of MY 511 provides opportunities to save your Traffic trips. In the coming months, MY 511 will expand to include saving transit trips for real-time departure predictions. [Learn more.](#)

ON THE PHONE

Get to the info you need, fast! Bypass menu options to hear your personalized 511 driving times. Also, sign up for text message alerts. In the coming months, you will be able to hear your real-time transit departure times.




Look for this icon during setup to define phone features.

[Listen to a demo](#)

ON THE WEB

Build your own 511.org home page! Add your favorite 511 driving times and traffic camera views. Also, sign up to receive e-mail alerts. In the coming months, you will be able to add real-time transit departure times to your personalized page.



Look for this icon during setup to define web features.

[View a sample page](#)

Make 511 all about you in 3 simple steps:

- 1. Register with MY 511.** Create your profile to access MY 511 on the phone and/or web.
- 2. Set up your MY 511 Traffic preferences,** including preferred trips, camera views, and map views. You can also define custom alerts to be sent to your e-mail or phone.
- 3. Verify your account** upon receiving your confirmation e-mail, and you're on your way!

[Register Now](#)

511 Home | MY 511 | About MY 511 | Suggestions | FAQ | Transit | Traffic | Rideshare | Bicycling | 511 Info

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Already registered? Sign in.

Username:


Password:

☐ Remember Me [SIGN IN](#)

[Forgot your username or password?](#)

MY 511





MY 511

On the phone. **511** On the web. **511.org** On your way.

[Edit My Account](#) | [Sign Out](#)

[MY 511](#) [TRANSIT](#) [TRAFFIC](#) [RIDESHARE](#) [BICYCLING](#) [511 INFO](#) [LINKS](#)

TRAFFIC

[Edit Traffic Preferences](#)

MY 511 Driving TimesSM Last refreshed: 11:55 am

Friends to Home: 44 minutes
Alternate routes: [45 min](#), [47 min](#), [47 min](#)

Home to Family: 11 minutes

Home to Friends: 42 minutes
Alternate routes: [44 min](#), [44 min](#), [49 min](#)

Home to Fun: 10 minutes
Alternate routes: [53 min](#), [56 min](#), [65 min](#)

Home to SFO: 23 minutes
Alternate routes: [40 min](#), [43 min](#), [57 min](#)

SFO to Home: 23 minutes
Alternate routes: [28 min](#), [47 min](#), [49 min](#), [51 min](#)

[Manage Trips](#)

Cameras (click camera name to view LIVE)

<<< No cameras defined >>>

[Manage Cameras](#)

Welcome back, Andrew

FASTRAK

TRANS LINK

511 is making Friends spread the word **Become a Friend of 511**

Rideshare and Win tickets to Beach Blanket Babylon!

511 Arrival Times is now...
511 Departure Times
Click to find out when your train is leaving >>

New bus service from 1-5 a.m.
ALL NIGHTER
Click here for info

511 Home | MY 511 | About MY 511 | Suggestions | FAQ | Transit | Traffic | Rideshare | Bicycling | 511 Info

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Coming Soon – New Transit Page



Accessible Version English Español シェアカサ Tell a Friend Suggestions About 511 Transit Transit Site Directory Login to My511

511
SF Bay Area

TRANSIT On the phone. 511 On the web. 511.org On your way.

Search

TRANSIT TRAFFIC RIDESHARE BICYCLING 511 HOME LINKS

Transit Tools Schedules, Maps and Fares Regional Features Announcements 511 Departure Times Accessible and Senior Services TransLink

May 21, 2008: Expect major delays on Route 400 due to an injury accident at 6:30 pm. When heading north, use SR 441 as a detour. [More Information.](#)

Plan a Trip **Nearby Stops & Services**

Find Landmarks, Popular Destinations, Business Listings and Rail Stations

Start: Address, Intersection, Landmark or Business City: _____, CA

End: Address, Intersection, Landmark or Business City: _____, CA

When: Leave At: _____ AM _____ PM mm/dd/yyyy

Preferences: Fastest Trip Adult Fare Maximum Walking between points: 1/4 Mile

[Additional Options](#) Walking Speed, Multi-Leg Trip, Carrier Preferences [Reset Form](#) [Plan Trip](#)

Service Area Maps

Click Map to View Bay Area Transit Service Areas

Schedules & Route Maps

Bus Rail Ferry Shuttles Other

AC Transit (Local service)
AC Transit (Transbay service)
Benicia Breeze
Cloverdale Transit*
County Connection
Dumbarton Express
Fairfield-Suisun Transit
Golden Gate Transit
Healdsburg In-City Transit
Muni (SF)
Petaluma Transit

SamTrans
Santa Clara VTA
Santa Rosa CityBus
Sonoma County Transit
Tri Delta Transit
Union City Transit
Vacaville City Coach
Vallejo Transit
VINE (Napa County)
WestCAT
WHEELS

* Information provided outside of 511.org

Regional Announcements [More Announcements](#)

July 18, 2007
[Ride Transit Free](#)

July 27, 2007
[San Francisco Marathon this Sunday, July 30th](#)

Take Transit to 511 Popular Destinations™
Check out site enhancements »

My511 Feature Promos
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque at risus.

RIDE TRANSIT FREE
on the first 4 Spore the Air weekdays.

511.org Home Transit Traffic Rideshare Bicycling

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